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Last Minute News

Vermont eyes ad tax

MONTPELIER, VT.—A state House committee this week is expected to consider taxing advertising as a means to fund a proposed health insurance plan. It's not known whether the proposal, by Rep. Toby Young (D., Westminster), would tax creative services only or also extend to time and space. The Vermont Advertising Coalition, consisting of the state's adclub and media associations, has been formed to oppose the measure *(see related story on Page 76)*

Long John, Richards split

LEXINGTON, KY.—Jerrico and the Richards Group, Dallas, have parted company on the Long John Silver's account. Richards had handled the $12 million broadcast creative assignment as well as some media buying since August. MARC Advertising, Pittsburgh, handles most media buying. The only campaign from Richards—which succeeded Foote, Cone & Belding, Chicago—was the "Best recipe for seafood" effort launched last month.

Campbell mulls shops

CAMDEN, N.J.—Campbell Soup Co. is moving toward consolidation of its $15 million frozen-food business (AA, Jan.
(Continued on Page 8)

New book explores Apple's 'Lemmings' spot—P. 36

Polaroid clicks

Ads expand line's image

By ALISON FAHEY

In a major shift in strategy, Polaroid Corp. this week breaks a $20 million image-building TV campaign for its instant photography products.

Polaroid also is moving ahead with its North American introduction of conventional film. Due this spring, the line will get a major—and separate—TV campaign that gives the film an "extremely unique position," said Gary Moss, Polaroid director of marketing services.

He wouldn't discuss details.

The umbrella advertising now beginning for instant photography is a change from the single-product advertising Polaroid has used since the mid-1970s.

The new campaign, from BBDO Worldwide, New York, illustrates instant photography's business, professional, scientific and consumer uses.

Polaroid sells 60% of its cameras to consumers and 40% for business and professional use, Mr. Moss said.

Four 30-second TV spots, themed "Before it's a memory, it's Polaroid," will break March 15 on network and cable, with spot TV following in the fourth quarter. Each spot will contain several vignettes.

"The campaign's [strategy] is to make people more aware of the multiple uses of instant photography beyond just Suzie's birthday," Mr. Moss said.

"Before it's a memory," it's Hank and fan in this TV spot.

The new approach, he added, "is part of our movement into saying Polaroid is a total imaging company; that's why we're showing other uses of cameras."

For example, in one vignette, a fashion designer uses a Polaroid camera to capture different looks as he creates dress styles.

Another vignette shows a couple at the doctor's office where the pregnant woman gets a sonogram. The couple sees their unborn child in a Polaroid photo for the first time.

"The campaign dramatizes the emotionality of using instant cameras and film," said Glen Gilbert, BBDO management representative.

Other vignettes depict sentimental situa-
(Continued on Page 74)

Time deal creates Goliath

New ad packages possible

By PATRICK REILLY

NEW YORK—The first impact on advertisers of the Time Inc. and Warner Communications merger may be a new kind of multimedia package combining cable and Time Inc.'s magazines.

Even before the proposed merger, executives at Time Inc. were assembling a package that would have included selling pages in its publications with spot cable ad time through its own American Television & Communications Corp., cable's second-largest multiple system operator.

Once the merger is completed, the combination of the two companies' cable divisions—Warner Cable Communications is the fifth-largest MSO—will create access to about 5.5 million basic cable subscribers.

REGINALD BRACK

"After everything settles down, we will look at the same plan again, but this time we'll have a much larger pie to work with," said Donald Elliman, exec VP-marketing, Time Inc. Magazine Co. "This [merger] gives us a hell of a lot more assets to work with."

Mr. Elliman said it may be months before real ad packages from Time Warner Inc. are formulated, and Reginald Brack, president, Time Inc. Magazine Co., agreed.

"It's too early to speculate on ad packages, but it's logical that as we sell some custom-made packages now, we will have . . . access to markets we were never in before," Mr. Brack said. "Now there are so many more colors
(Continued on Page 76)

By WAYNE WALLEY

NEW YORK—The proposed $18 billion merger of Time Inc. and Warner Communications is setting the stage for further acquisitions by the new company, possibly including a major TV network.

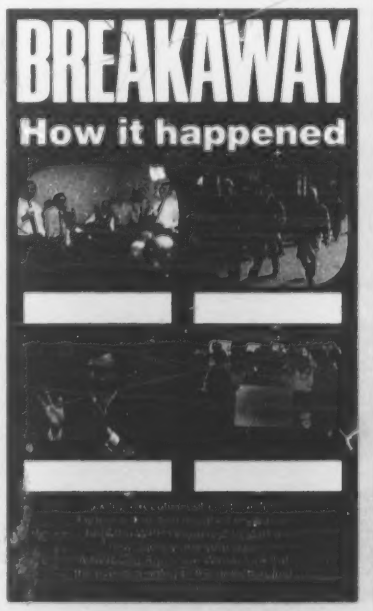
The stock swap and near-perfect meshing of the two media conglomerates without selling assets would leave the new company with a hefty cash war chest. And if the merger is completed as planned within three to six months, observers believe the prime target of Time Warner Inc. could be CBS Inc.

CBS, which shed its music and publishing operations, could perfectly complement Time Warner, adding network broadcasting operations to what will already be one of the world's largest media concerns.

"If you are looking at trying to create the ultimate vertically integrated media empire in the U.S., the two missing pieces for Time Warner and the most obvious synergies would come from the addition of a broadcast network and a basic cable network," said Larry Gerbrandt, senior analyst at Paul Kagan Associates.

"These companies combined have the cash and borrowing capacity to acquire anything they desire," he said.

CBS stock jumped $6 last week amid
(Continued on Page 76)



A retrospective look at the Lord Geller breakaway—P. 62

British shop fights takeover

By LAUREL WENTZ

LONDON—France's BDDP Group could try to take over the U.K.'s Boase Massimi Pollitt in what would be the ad industry's second hostile takeover attempt.

The first, WPP Group's 1987 acquisition of JWT Group, parent of J. Walter Thompson Co. and Hill & Knowlton, was viewed as a watershed event in the ad business.

"This one [BDDP taking over BMP] would be even more hostile because all of BMP's current managers are opposed to the takeover and all of JWT's weren't," one agency executive said.

BMP, which bought Ammirati & Puris, New York, in 1987 and owns a minority interest in Goodby, Berlin & Silverstein, San Francisco, is the U.K.'s seventh-largest agency. Billings in 1988 were $299.6 million. BDDP billed $462.5 million.

Last week, after BMP turned down a merger offer by BDDP, the French agency announced it had built up a 6.48% stake in BMP and was contemplating making a cash offer that would value the British agency at about $175 million.

In a takeover attempt, the next step would be to make a formal offer and follow it up with a formal document within 28 days. Shareholders would have up to 60 days to accept or reject the offer.

About 20% of the company is controlled by BMP directors and employees. The share price at press time March 10 was 304 pence—above the

JEAN-CLAUDE BOULET

300-pence-per-share level BDDP said it would consider offering.

BMP is expected to announce pretax profits of about $22 million for the fiscal year ending March 31. BDDP made pretax profits of $9.9 million in 1988.

Sources said financing for a BDDP takeover would be arranged by Charterhouse Bank through a consortium of banks. Charterhouse is a merchant bank advising BDDP.

BMP Chairman Martin Boase in a statement angrily dismissed BDDP as "a Parisian agency" that BMP had considered buying but rejected.

"BDDP making a hostile approach for our business indicates how much they need to expand from their rather limited base in Paris and how little they understand BMP, its culture and development," the statement said. "The indicated offer is clearly at a ridiculous level and is totally unwelcome. I urge shareholders not to sell their shares in the light of this frivolous approach."

"We've never been in close negotiations with BDDP," Mr. Boase said in an interview.

The agencies had discussed a minority share swap, Mr. Boase said, but he wrote to BDDP President-CEO Jean-Claude Boulet Jan. 17 to confirm BMP's lack of interest. Mr. Boulet said the agency began buying BMP stock in mid-January.

Mr. Boase said BMP clients are uneasy about the rumors. Statements were expected to be issued by clients last weekend saying they're very unhappy with the possibility of a bid by BDDP.

"If the man's got any sense, he

(Continued on Page 74)

Highlights

NEWS

4 **Pillsbury starts trimming**
After major staff cutbacks at Pillsbury, Grand Met is expected to put its money into marketing—but probably not until 1990.

6 **Sunkist soft drink juices up**
In a move to regain its lead, Sunkist returns to its original caffeinated formula and teen focus.

12 **Europe vs. Japan**
European car importers have started new image advertising in preparation for this fall's big Japanese attack.

30 **Milk isn't just for kids anymore**
Milk marketers target adults through new products and advertising.

32 **The bottom line rules**
Brand profitability is in and expensive market share battles are out for the 1990s.

48 **Brouhaha over Yellow Pages**
The Yellow Pages Publishers Association has refused to endorse syndicated research that compares Yellow Pages use on a book-to-book basis.

53 **Prom promo reaches teens**
Marketers reach male teens through special gift packs included with prom tuxedo rentals.

66 **Discounters get new tenants**
The store-within-a-store concept catches on in discount department stores.

70 **Coupon use rises**
Marketers used more coupons last year, because of lower rates for free standing inserts.

77 **Tidbits from Ad Age workshop**
West Coast Workshop examined changes and their effects on the industry.

INTERNATIONAL

24 **Analysts warm up to Saatchi**
The U.K. financial community has re-evaluated its opinion and stopped giving Saatchi & Saatchi the cold shoulder.

AD REVIEW: Sears' new policy hits the targets. P. 78.

SPECIAL REPORT: Sports Marketing starts after P. 40.

Departments

Best of Press	35
Brady	41
Brady's Bunch	30
Calendar	69
Classifieds	67
Computers & You	50
Editorials	16
For the Record	73
Forum	20
Global Gallery	44
Letters	22
Parting Shot	41
People	60
PeopleWorks	60
Photo Review	56
The Next Trend	41

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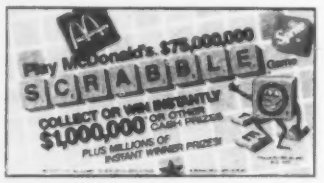
ABP MPA ABC

Big Mac lines up Scrabble players

By SCOTT HUME

After winning with Monopoly twice, McDonald's Corp. this week takes up Scrabble in what's become an annual board-game promotion.

Tie-in partners for the $75 million (in total prizes) Scrabble game are Holiday Inns, Coca-Cola Co., Disneyland and Sears, Roebuck & Co.


Play McDonald's $75,000,000
SCRABBLE Game
COLLECT OR WIN INSTANTLY
$1,000,000 OR OTHER CASH PRIZES
PLUS MILLIONS OF INSTANT WINNER PRIZES!

Network TV teaser spots for the Scrabble game have begun airing, though game pieces won't be given out until March 17.

Sources say McDonald's will spend more than $25 million on network and spot TV and radio advertising for the game. The four tie-in partners will each be spotlighted in at least one commercial in the pool.

Leo Burnett USA, Chicago, is McDonald's agency. Simon Marketing, Los Angeles, created the game; Frankel & Co., Chicago, handles point-of-purchase and merchandising.

For its first-time involvement with McDonald's, Holiday Inns is providing 300 weeklong vacations and 4,110 weekend getaways. The chain values its part in the promotion at $1 million but said McDonald's ad support alone makes participation worthwhile.

"It is fitting into our strategy calling for more higher-profile types of tie-ins," said Steve Pike, Holiday Inns' group director of national marketing. "McDonald's will support this promotion at extremely high [media] weights."

Mr. Pike said Holiday Inns was told that Scrabble had tested higher than Monopoly, which has been McDonald's most successful promotion.

Absent this year from the list of tie-in partners are automakers,

(Continued on Page 76)

Sears asks FTC for 'mall power'

By KATE FITZGERALD

Sears, Roebuck & Co. is asking the Federal Trade Commission to give the giant retailer the power to decide who it will compete against in shopping malls.

A change could affect Sears strategically and have an impact on many major retailers, including No. 2-ranked K mart Corp. and specialty chains such as The Gap and The Limited.

Sears on March 3 petitioned the FTC to lift a 1977 order that specifically prevents Sears from having veto power over the entry or location of other tenants in malls where Sears is an anchor.

At the same time, Sears is dramatically reducing the presence of its highly touted financial network in its stores nationwide.

Sears plans to halve the number of Dean Witter Reynolds financial services branches in its retail stores and convert all its in-store Coldwell Banker real estate branches into informational and referral booths.

Both moves come as Sears steps up its marketing offensive against discount and specialty retailers. The FTC petition was filed only two days after Sears launched its "everyday low-pricing" positioning.

Sears also continues to add its own "superstore" and specialty-store formats, many of which are in shopping malls (AA, Feb. 27).

In its FTC petition, Sears argues that there have been "dramatic changes in both composition and operation of the shopping center business" and that the 1977 order "severely inhibits the ability of Sears to vigorously compete with entities not under an order."

Sears' petition states: "Suggesting that Sears can have no voice in the selection of major tenants [or anchor-store owners] in a center in which Sears is making a high investment is unrealistic and impractical."

In the petition, Sears says the FTC singled out Sears with the order, which creates "artificially competitive barriers to shopping center par-

(Continued on Page 74)

Sunkist aims at teens

By PATRICIA WINTERS

Cadbury Schweppes hopes to push its Sunkist Orange soft drink on top again by putting caffeine back in the formula and targeting teens.

By returning to its original formula and emphasizing rock 'n' roll in advertising like it did in the early 1980s, Sunkist plans to regain its lost leadership in the estimated $1.7 billion orange soft-drink market.

Sunkist was the leading orange soft drink in 1982 but lost that status when Coca-Cola Co. and Pepsi-Cola Co. decided to attack with their own orange brands.

Last year, Sunkist ranked as the nation's third-largest orange soft drink, trailing Pepsi's Mandarin Orange Slice and Coca-Cola's Minute Maid Orange. Of the four top-selling orange soft drinks, only Sunkist will contain caffeine.

But Sunkist could get squeezed. Pepsi is relaunching Orange Slice this spring with a reduced-juice formula, new packaging and new radio and TV spots from BBDO Worldwide, New York.

Also, Coca-Cola is heavying up ad and promotional support for Minute Maid Orange with new "Orange Orange" advertising via Lowe Marschalk, plus new promotions for the brand as the official soft drink of the National Basketball Association.

In April, Coca-Cola breaks the "Minute Maid Orange NBA Hawaiian Sweepstakes" with 10-second TV tags. The company has also begun a major fountain push to get its accounts to offer Minute Maid along with Coke, Diet Coke and Sprite.

"Long term, our goal is to make Minute Maid the clear dominant brand in the category," said Georgia Camp, Coca-Cola USA program manager-public relations.

The other factor in the market is Procter & Gamble Co.'s Orange Crush, repackaged last year with stronger graphics. Crush is the No. 4 brand. N W Ayer is its agency.

Although Sunkist won't be bringing back the "Good Vibrations" campaign of the '80s, the company will stress hot sun, beaches and music in both advertising and promotions.

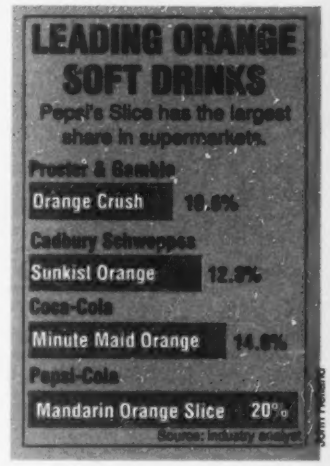
TV spots, filmed in Los Angeles last week via Wells, Rich, Greene, New York, continue the "Drink in the sun" theme line and refreshment angle. They break in early May.

Sunkist has also been given new packaging, making greater use of its orange and blue colors and silver "sun ray" device.

"Sunkist rocks on—Summer Tour '89" is the theme for a wide range of promotions, including a national sweepstakes.

Also, Sunkist is tying in with Musicland Group/Sam Goody Inc. in July with $2 off the purchase of a compact disc, record or tape at Musicland/Sam Goody stores when consumers bring a marked orange tab-top from a Sunkist can.

The offer will be advertised on radio and in print, and promotional materials will be available at the music stores and at supermarkets.



Another promotion employs an unusual vehicle, a glossy, four-page magazine called *Sunkist Strip* available free at stores with a Sunkist purchase. In a local twist, the store's logo appears on the masthead.

Last year, Sunkist was the first to eliminate its juice content—added in 1985—after recognizing that the trend was waning. Since then, Slice, Minute Maid and others have eliminated or dramatically reduced their juice content.

Sunkist eliminated caffeine from its formula in 1982 because of consumers' health concerns. But research showed that teens prefer Sunkist with caffeine, because it "makes it more impactful," said Ellen Bickerstaff, Sunkist brand manager at Sunkist Soft Drinks, Inc., a Cadbury Schweppes unit.

Sunkist possibly could face another problem. Pepsi recently signed a deal to buy General Cinema Corp.'s Pepsi bottling operation, which bottles a substantial amount of Sunkist. If the deal passes regulatory muster, General Cinema bottlers that now sell Sunkist could switch to Pepsi's Orange Slice.

Ms. Bickerstaff said Sunkist has negotiated with bottlers to allow them to distribute both Sunkist and other orange brands. Realistically, however, bottlers generally market just one brand per flavor.#

DDB's retail unit reaches $115M mark

LOS ANGELES—Wickes Cos.' Builders Emporium, a chain of more that 100 home-improvement stores, chose DDB Needham Retail to handle strategic planning, media planning and creative for its $23 million-plus account.

The business was at JJS Advertising, Santa Monica, Calif. Western International Media continues to place broadcast media.

The new business pushes the 14-month-old retail agency's billings to about $115 million, a point it didn't expect to reach before yearend, said Alan Pando, president-Western region at DDB Needham Worldwide.

The parent agency plans to continue the retail unit's growth by opening offices in Seattle, Chicago and New York.

Mr. Pando said DDB Needham Retail is within 60 days of acquiring retail agencies in Los Angeles and Seattle and is talking to possible acquisition targets in Chicago.

DDB Needham Retail was formed through the January 1988 acquisition of Girvin Conrad & Girvin, Rancho Cordova, Calif. The agency opened a Los Angeles office in March, while the DDB Needham office in Denver added a retail specialty unit with the acquisition of Snyder-Reade in August.#

We can't talk about being second in the nation anymore — because now we're First*

Douglas cashes in on rockets
Puppets point out pitfalls
Lakers squeak by Atlanta
Baby still reborn 1, CHP says
THE ORANGE COUNTY Register

THE ORANGE COUNTY Register
Ads up to the nation's leader

Quite frankly, being the nation's leader in Total, Full-Run Advertising is no surprise. It's a reflection of Orange County's affluency that advertisers are seeking. More than $38 billion in purchasing power — and rising. Just like our circulation. A progressive paper. A rich market. A new leader.

*Total Full-Run Advertising
Year-End Ranking, 1988

1. ..... The Orange County Register
2. ..... Los Angeles Times
3. ..... San Jose Mercury News
4. ..... Dallas News
5. ..... Washington Post
6. ..... Newark Star Ledger
7. ..... Asbury Park Press
8. ..... Houston Chronicle
9. ..... San Diego Union
10. ..... New York Times

1988 Media Records

'88 Olympic Games less than golden

Though 'Flo-Jo' stands out, other Olympians' marketability not as flamboyant

By Scott Donaton
and Anita M. Busch

Life after Seoul turned out to be a disappointment for many top Olympic athletes who expected to cash in on their medals with big product endorsement deals.

Scandals over steroid use and weak network coverage of the Summer Games were cited by sports marketers and athletes' agents as the primary reasons for the drop-off.

Experts laid much of the blame for '88 on Canadian sprinter Ben Johnson, who was stripped of his gold medal and world record after testing positive for banned anabolic steroids. He lost an estimated $10 million in endorsement deals, including a $2.4 million contract with Italian running shoe marketer Diadora.

"The drug situation made advertisers a little conservative about hooking up with athletes," says Nova Lanktree, director of Burns Sports Celebrity Services, Chicago. "Even Matt Biondi's not doing so well, which reinforces the drug theory." Mr. Biondi won seven medals, including five gold, and was not involved in any hint of a drug scandal.

His agent, Parks Brittain, with Advantage International, acknowledges the Olympics "took on a controversial air and that's unfortunate. It hurts people like Matt." But he placed the blame for his client's lack of endorsement deals on factors other than drugs.

"I think the media did the '88 Olympics a strange disservice by coming up within days of the closing ceremonies and saying the Olympics were a dud," says Mr. Brittain.

"Some of it has to do with how the networks covered the Games," says Donald Dixon, president, Howard Marlboro Group Sports, New York. "I think they covered them in a newsy way versus a wave-the-flag way. Biondi is certainly a hero by any measure, but I don't think he was pumped up enough on the networks."

Other sports-marketing experts say the location of the Games, NBC's late-night airing of many events and network coverage contributed heavily to the soft post-Olympic marketplace.

"I don't think the '88 Olympics are as much as a problem as everyone thinks. [1988] Olympic athletes are doing a lot of speaking and get good dollars," says Mr. Dixon. "As 1992 approaches, I think U.S. companies will hire the '88 winners to endorse their product before the start of the Olympic games. And I think you'll see that the total dollar spent will just about equal what it is in '88."

Mike Trainer, agent/lawyer for Andrew Maynard, gold medalist in light heavyweight boxing, says advertisers need to ask themselves, " 'Who's being marketed and what is their future potential?' Some of the Olympians are as hot as they're ever going to be, so they should cash in on it.

"Right now the players that make the endorsement decisions are getting to know [Andrew Maynard]. But [he] did not come out of the Olympics to become a professional speaker. We don't want to do something today that will restrict his marketability tomorrow."

According to Mr. Trainer, "If you're the best you can be, you will excel in the secondary markets: advertising, promotion and appearances." □

1988 Olympic gold medalists' endorsements

Gold medalists/Winter Games 1988:
Brian Boitano, Men's Figure Skating
Personal appearance fee: NA
Endorsements/appearances: Disneyland, spokesman 1990 Goodwill Games, Harlick Skating Boots, Starlight Foundation, Bay Area Sports Organizing Committee, ABC-TV special "Brian Boitano Canvas of Ice," Italian American of the Year, Heart & Stroke Foundation

Bonnie Blair, Speed Skating, 500 Meters
Personal appearance fee: $5,000
Endorsements/appearances: Bulova Watch Co., Monical Pizza Corp., Crush, Lerner Presidents Club, Marriott Hotels, Milwaukee Life Insurance

Gold medalists/Summer Games 1988:
Carl Lewis, 100-Meter Dash, Long Jump
Personal appearance fee: NA
Endorsements/appearances: Corteingles, Colacao, Mizuno, Tag Heur (agent only supplied partial list)

Roger Kingdom, 110-Meter Hurdles
Personal appearance fee: no comment
Endorsements/appearances: no comment

Andre Phillips, 400-Meter Hurdles
Personal appearance fee: NA
Endorsements/appearances: Adidas, IBM

Butch Reynolds, 1,600-Meter Relay
Personal appearance fee: NA
Endorsements/appearances: Kroger, Nike, Bulova, Big Brother & Big Sisters

Kevin Robinzine 1,600-Meter Relay
Personal appearance fee: NA
Endorsements/appearances: none

Sheila Echols, 400-Meter Relay
Personal appearance fee: $2,000
Endorsements/appearances: Dark & Lovely (haircare)

Florence Griffith Joyner, 100-Meter Dash, 200-Meter Dash, 400-Meter Relay
Personal appearance fee: $15,000-$20,000
Endorsements/appearances: Sullivan Award (U.S. amateur athlete of the year), Easton/Mizuno (track shoes), MCA Universal (licensing LJN Toys Ltd. for "Flo Jo" doll), Mitsubishi International, Arcadia International Shoe Corp. (Proxy shoes, Florence Griffith Joyner shoes), Agsa-Gevaert (high-speed paper, film), IBM, spokeswoman for 1990 Goodwill Games; in Japan: Mitsubishi International, Temporary Centers (employment agency), Nichaban, Mizuno

Jackie Joyner-Kersee, Heptathlon, Long Jump
Personal appearance fee: NA
Endorsements/appearances: Adidas, Beecham Products' Massengill Feminine Hygiene Products, Chipman-Union (athletic socks), IBM, Knapp Videos, May Co. (Famous-Barr), McDonald's, *New York Times*, Panasonic, Sandoz Labs, Seven-Up, Primatene Mist, WTBS

Louise Ritter, Running High Jump
Personal appearance fee: $3,000 (plus expenses)
Endorsements/appearances: Mazda Track Club, Pepsi Games of Texas

Greg Louganis, Platform and Springboard Diving
Personal appearance fee: NA
Endorsements/appearances: American Express, Bulova, California Lottery, Hertz, Sauder's Eggs, Speedo, Starmakers Posters, Kodak, Marriott, John Hancock Insurance, Mass Mutual, *Gentlemen's Quarterly*, McDonald's, Macys, IBM, Bloomingdales, *Esquire*, several universities

Matt Biondi, 50-Meter Freestyle, 100-Meter Freestyle, 400-Meter Free Relay, 800-Meter Free Relay, 400-Meter Medley Relay
Personal appearance fee: $10,000
Endorsements/appearances: Arena Swimwear (Matt Biondi Collection), Mainich Sports Kikaku Co., IBM, Macy's, Hardee's, Coca-Cola, *Time*, National Humane Society, Make A Wish Foundation, instructional swim video

Matt Cetlinski, 800-Meter Free Relay
Personal appearance fee: NA

Chris Jacobs, 400-Medley Relay
Personal appearance fee: $2,000 to $5,000
Endorsements/appearances: American Cancer Society, Hampton and Fair Oaks Hospitals, (New Jersey substance abuse programs), IBM, various universities

Rich Schroeder, 400-Medley Relay
Personal appearance fee: $200 to $500
Endorsements/appearances: Hospice (Santa Barbara), various high schools

Jay Barrs, Men's Archery
Personal appearance fee: $1,500
Endorsements/appearances: Ray-Ban, Hoyt USA (bows), Easton aluminum arrows, Accra Sights, Cavalier Equipment

Kennedy McKinney, Boxing (Bantamweight)
Personal appearance fee: $50-$125/hour
Endorsements/appearances: Print One

Andrew Maynard, Boxing (Light Heavyweight)
Personal appearance fee: open (depends on who and when)
Endorsements/appearances: none

Ray Mercer, Boxing (Heavyweight)
Personal appearance fee: $50-$125/hour
Endorsements/appearances: none

Greg Barton, 1,000-Meter Kayak, 1,000-Meter pairs Kayak
Personal appearance fee: $1,500-$2,500
Endorsements/appearances: Champion International Corp., instructional video for U.S. Canoe/Kayaking Team

Norman Bellingham, 1,000-Meter pairs Kayak
Personal appearance fee: $500-$1,000
Endorsements/appearances: Champion, fashion spreads in *In Fashion*, *Gentlemen's Quarterly*, *Magna*

Ken Flach, Men's Doubles Tennis
Personal appearance fee: NA
Endorsements/appearances: none

Robert Seguso, Men's Doubles Tennis
Personal appearance fee: NA
Endorsements/appearances: none

Zina Garrison, Women's Doubles Tennis
Personal appearance fee: NA
Endorsements/appearances: Wilson racquets, Stay at School, Houston homeless program

Pam Shriver, Women's Doubles Tennis
Personal appearance fee: NA
Endorsements/appearances: Yonex shoes, clothing and racquets, Cystic Fibrosis (Baltimore)

Kenneth Monday, Wrestling (162.5 lbs.)
Personal appearance fee: $1,000
Endorsements/appearances: Boy Scouts of America, Courtney Services Inc., *First Move Wrestling Magazine*, Mark Tudi & Associates, Metropolitan Life Insurance Co., Oklahoma Chevy Dealers, YMCA

John Smith, Wrestling (136.5 lbs)
Personal appearance fee: $500
Endorsements/appearances: Brute wrestling products, Cybergentics, Say No to Drugs, United Way, wrestling clinics, high schools and colleges

Allison Jolly, Yachting
Personal appearance fee: $200-$500
Endorsements/appearances: Ullman Sails, Shore Sails, Catalina Yachts, various yacht clubs and corporations, sailing seminars

Lynne Jewell, Yachting
Personal appearance fee: $200-$500
Endorsements/appearances: Shore Sails, various yacht clubs, community organizations

Compiled by Anita M. Busch

Source: ADVERTISING AGE.
Gold medal swimmers Janet Evans (400-Meter Freestyle, 800-Meter Freestyle, 400-Meter IM), David Berkoff (400-Medley Relay), Troy Dalbey (400-Meter Freestyle Relay, 800-Meter Freestyle Relay) and Doug Gjertsen (800-Meter Freestyle Relay) are not eligible under NCAA rules. Athletes' personal appearance fees are negotiable.
Unavailable by presstime are as follows: track & field members Joe DeLoach, Danny Everett, Steve Lewis, Alice Brown, Evelyn Ashford; Swimming: Tom Jaeger

BASEBALL
Babe Ruth
Lou Gehrig
Roberto Clemente
Ty Cobb
Mickey Cochrane
Lefty Grove
Gil Hodges
Rogers Hornsby
Walter Johnson
Edd Roush
Christy Mathewson
Tris Speaker
Dizzy Dean
Casey Stengel
Honus Wagner
Cy Young
Bob Feller
Whitey Ford
Eddie Mathews

FOOTBALL
Vince Lombardi

OLYMPIAN
Jesse Owens

BOXING
Joe Louis
Rocky Marciano

REPRESENTING GREATNESS

HISTORIC FIGURES
Mel Fisher
Will Rogers
Mark Twain

CORPORATE CLIENTS
Amateur Athletic Union (AAU)
Ciba Geigy
"Hollywood"
Hollywood Chamber of Commerce
Hollywood Walk of Fame

ENTERTAINMENT/ MOVIE GREATS
Fred Astaire
Abbott & Costello
John Belushi
The Blues Brothers
Humphrey Bogart
James Dean
Judy Garland
William "Buckwheat" Thomas
Zorro

MUSIC
Duran Duran
Buddy Holly
Ritchie Valens
J.P. (The Big Bopper) Richardson
Hank Williams, Sr.

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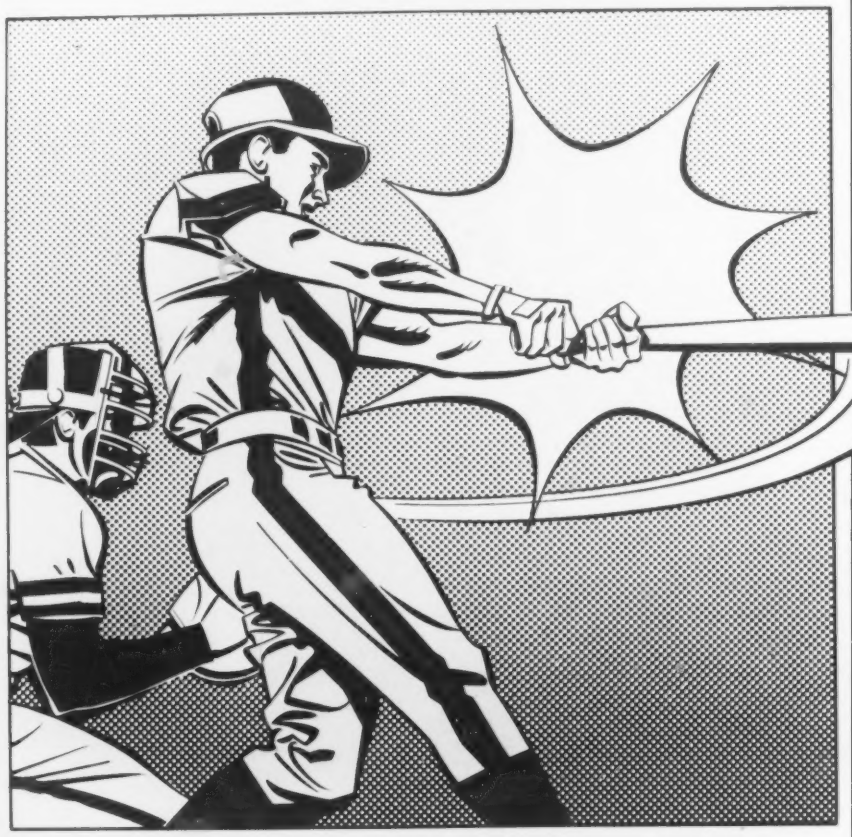
It happens every spring

The Grapefruit League and Cactus League seasons are underway and while the players are getting into shape, baseball teams' sales, marketing and administrative staffs are rounding out their packages to put fans in the stands and advertising into the media and the stadiums. Advertising Age toured the ballparks in early February for an early spring look at team stats for this package.



Oakland Athletics
1988 record: 104-58
Theme: A s baseball land
Budget: $850,000
% change: 41.7
Agency: in-house
Media: TV, newspaper, outdoor
Sponsors: Anheuser-Busch, Northern California Chevrolet Dealers, Pacific Gas & Electric, RJR Nabisco, Safeway, Wells Fargo, Unocal
Stadium capacity: 48,219
Season tickets sold: 10,000 plus

Los Angeles Dodgers
1988 record: 94-67
Theme: None, marketing will focus on 1988 baseball championship
Budget: not disclosed
% change: NA
Agency: in-house
Media: TV, radio, newspaper
Sponsors: Anheuser-Busch, Clougherty Packing (Farmer John), Coca-Cola, Nissan, Unocal
Stadium capacity: 56,000
Season tickets sold: 27,000

Boston Red Sox
1988 record: 89-73
Theme: Catch the thrills
Agency: in-house
Budget: not disclosed
% change: NA
Media: TV, radio, print
Sponsors: Anheuser-Busch, Coca-Cola, Gillette, Ground Round, GTE, Guest Quarters Hotels, Miller Brewing, Nynex, Philip Morris, Polaroid, Quaker Oats (Gatorade), Saab, Sharp Electronics, Sylvania, Texaco, Thom McAn
Stadium capacity: 33,565
Season tickets sold: 18,000

Cincinnati Reds
1988 record: 87-74
Theme: It's Reds time in '89
Budget: no paid advertising
% change: NA
Agency: in-house
Media: TV, radio
Sponsors: Borden, Drumstick, Fifth Third Bank (MasterCard), Frisch s Big Boys, General Foods, (Maxwell House), Kenner, Kroger, Pizza Hut, Quaker Oats (Gatorade), Sara Lee (Kahn s Meats)
Stadium capacity: 52,392
Season tickets sold: 16,000 plus

Milwaukee Brewers
1988 record: 87-75
Theme: 20 years of American League baseball—share the celebration
Budget: $200,000
% change: 0
Agency: in-house
Media: TV, radio, print
Sponsors: Ameritech, Ariens, Amoco, Cher-Make Hot Dogs, Elan Financial, G. Heileman Brewing, Hair Cuts, Hardware Hank, Henri s, Midwest Express, Miller Brewing, Oscar Mayer Foods, Pepsi-Cola, Pic 'n' Save, Quaker Oats (Gatorade), Roundy s, Scott Paper, True Valu Hardware, Wisconsin Dairy Farmers, WKLH-FM, WKTI-FM, WTMJ-AM, York International
Stadium capacity: 53,192
Season tickets sold: 7,000*
*opening day estimate

Toronto Blue Jays
1988 record: 87-75
Theme: On the move
Budget: $1.8 million
% change: 63.6
Agency: J. Walter Thompson Co., Toronto
Media: TV, newspaper
Sponsors: Bowlerama, Canadian Imperial Bank of Commerce, Coca-Cola, Esso Petroleum Canada, Honda Canada, Hostess Frito Lay, Labatt, Mr. Freeze, Telemedia Communications
Stadium capacity: 44,000 in Exhibition Stadium; 51,000 in the SkyDome, which opens June 3
Season tickets sold: 26,000

New York Mets
1988 record: 100-60
Theme: Excellence again and again
Budget: not disclosed
% change: NA
Agency: Della Femina, McNamee WCRS
Media: TV, radio, newspaper, transit
Sponsors: Anheuser-Busch, Manufacturers Hanover, Oldsmobile
Stadium capacity: 55,000
Season tickets sold: 26,000

Minnesota Twins
1988 record: 91-71
Theme: Catch a season of excitement
Budget: $750,000
% change: 0
Agency: in-house
Media: TV, radio, print, transit
Sponsors: American Dairy Association, SuperAmerica, Berkley Co., Coca-Cola, General Mills, G. Heileman Brewing, Dairy Queen, Land O Lakes (Schweigert meats), Lever Bros., McDonald s, Miller Brewing, National Kidney Foundation, Scott Paper, WCCO-TV, WCCO-AM
Stadium capacity: 55,244
Season tickets sold: 10,000

Detroit Tigers
1988 record: 88-74
Theme: Catch some wild games
Budget: not disclosed
% change: NA
Agency: Baker, Abbs, Cunningham & Klepinger
Media: TV, radio, print
Sponsors: American Dairy Association of Michigan, Anheuser-Busch (Budweiser), Coca-Cola, Health Alliance Plan, K mart, Detroit Ford dealers, Oscar Mayer Foods, White Castle
Stadium capacity: 52,806
Season tickets sold: 10,000

Pittsburgh Pirates
1988 record: 85-75
Theme: So close you can feel it
Budget: $400,000
% change: 33.3
Agency: Ketchum Communications
Media: TV, radio, outdoor, transit
Sponsors: Anheuser-Busch (Budweiser), Coca-Cola, Giant Eagle supermarket, Jeep Eagle, Mellon Bank, Nissan, Pittsburgh National Bank, Sears
Stadium capacity: 58,000
Season tickets sold: 10,000 plus

■ Major League Baseball 1989 sponsors—not listed above—are Equitable Life Assurance Society of the U.S., General Motors Corp. Chevrolet division, IBM Corp., Leaf Inc., MasterCard, Rawlings Sporting Goods ,*USA Today* and Walt Disney. A deal with Coca-Cola was imminent at presstime.

New York Yankees
1988 record: 85-76
Theme: not yet determined
Budget: not disclosed
% change: NA
Agency: in-house
Media: TV, print, radio
Sponsors: Anheuser-Busch, Canon, Dodge, Texaco
Stadium capacity: 57,545
Season tickets sold: 20,000 plus

Kansas City Royals
1988 record: 84-77
Theme: Royals baseball... It's a hit
Budget: $150,000
% change: NA
Agency: in-house
Media: TV, radio
Sponsors: Coca-Cola, Lee, Miller Brewing, Missouri Lottery, Phillips 66, Western Auto
Stadium capacity: 42,000
Season tickets sold: 14,800

San Diego Padres
1988 record: 83-78
Theme: Padres baseball... Sounds like a great time
Budget: $675,000
% change: 3.8
Agency: Franklin & Associates
Media: TV, radio, print
Sponsors: Anheuser-Busch, Bank of America, California Egg Commission, Coca-Cola, Frazee Paints, Hero Cologne, Home Savings of America, Jack in the Box, Marriott, (Allie's Restaurants), Quaker Oats (Gatorade), San Diego Trust, *USA Today*
Stadium capacity: 58,500
Season tickets sold: 15,206

San Francisco Giants
1988 record: 83-79
Theme: I feel good
Budget: $700,000
% change: -17.6
Agency: Freeman Marketing, Michael Lavigne, free-lance writer, Barrington Media Services
Media: TV, radio
Sponsors: American Airlines, Anheuser-Busch, Coca-Cola, Isuzu, Mother's Cookies, Quaker Oats (Gatorade), USAir, Sunkist
Stadium capacity: 58,000
Season tickets sold: 10,000

Houston Astros:
1988 record: 82-80
Theme: Let's raise the roof
Budget: $1 million cash/trade
% change: 0
Agency: Goodwin, Dannenbaum, Littman & Wingfield
Media: newspaper, TV, radio, outdoor
Sponsors: Anheuser-Busch Cos., Coca-Cola Co., Kroger Co.
Stadium capacity: 45,346
Season tickets: 9,500

Montreal Expos
1988 record: 81-81
Theme: NA
Budget: $417,450
% change: NA
Agency: Media Buying Services (project basis)
Media: newspaper, radio, direct-mail, transit
Sponsors: Bank of Montreal, Coca-Cola, Hyundai, Labatt, Petro-Canada, Provigo, Seagram Distillers, Ultramar Canada
Stadium capacity: 59,941
Season tickets sold: 8,500

Cleveland Indians
1988 record: 78-84
Theme: There's no place like home games!
Budget: not disclosed
% change: NA
Agency: Marcus Advertising, in-house
Media: TV, radio, print
Sponsors: Burger King, Hero cologne, Marathon, NAPA, Sherwin-Williams
Stadium capacity: 74,483
Season tickets sold: 5,000*
*projected

Chicago Cubs
1988 Record: 77-85
Theme: Celebrating 75th anniversary of Wrigley Field
Budget: not disclosed
% change: NA
Agency: J. Herman Sitrick Co. (media buyer)
Media: TV, radio, newspaper
Sponsors: Chicago Motor Club, Anheuser-Busch, David Berg hot dogs, Blockbuster Video, Burger King, Chernin's Shoes, *Chicago Tribune*, Dairy Queen, Delta Faucets, Danley Lumber, Eastman Kodak, Federal Express, Ferrara Pan Candy, First Illinois Banks, G. Heileman Brewing (Old Style), Hertz, Hyatt Regency, Jays, Jiffy Lube, Kellogg, M. Hyman & Son, Marathon, MCI Communications, Motra Motors, Office World, Pepsi-Cola, Pizza Hut, Quaker Oats (Gatorade), S.C. Johnson & Son (Raid), Scott Paper, Sony, Toyota, True Valu, Unocal, World's Finest Chocolate, York Furrier, Zenith
Stadium capacity: 39,012
Season tickets sold: 16,500

St. Louis Cardinals
1988 Record: 76-86
Theme: The great American game... St. Louis style
Budget: not disclosed
% change: NA
Agency: Busch Creative Services
Media: TV, radio, outdoor, transit, newspaper
Sponsors: Amoco, Anheuser-Busch, Boatmen's Bank, Coca-Cola, Domino's, Eastman Kodak, Hardee's, Heinz, Dairy Queen, J.C. Penney's, Kentucky Fried Chicken, KMOX-AM, Levi's, Metropolitan Life, Missouri Lottery, Pasta House, Pepsi-Cola, Quaker Oats (Gatorade), Six Flags, *The Sporting News*, *St. Louis Post-Dispatch*, U.S. Forest Service
Stadium capacity: 56,059
Season tickets sold: 20,500

California Angels
1988 record: 75-87
Theme: No official theme, will focus on Anaheim as site of 1989 All-Star game.
Budget: not disclosed
% change: NA
Agency: in-house
Media: TV, radio, print, direct-mail
Sponsors: Anheuser-Busch, California Egg Commission, General Foods (Jell-O pudding snacks), Hero Cologne, Kenner, KMPC-AM, KTLA-TV, Princess Cruises, Quaker Oats (Gatorade), Scott Paper, U.S. Forest Service
Stadium capacity: 64,573
Season tickets sold: 17,000 plus

Chicago White Sox
1988 Record: 71-90
Theme: White Sox: Chicago's American pastime
Budget: $1,250,000
% change: NA
Agency: Weber, Cohn & Reilly
Media: TV, radio, newspaper, direct-mail, telemarketing
Sponsors: Ask Mr. Foster, Benjamin Moore, Budget, Chicago/Northwest Indiana Chevy Dealers, *Chicago Sun-Times*, *Chicago Tribune*, Coca-Cola, Colgate-Palmolive (Irish Spring), Drumstick, First Illinois Banks, G. Heileman Brewing Co., Henry Kay Jewelers, Hero cologne, Hyatt Regency, Illinois Tourism Bureau, Kenner, MCI Communications, Midway Airlines, Miller Brewing, North Oak Chrysler-Plymouth, Polaroid, Procter & Gamble (Bounce), Rado Watch Co., Sherwin-Williams, Sportsvision, *USA Today*, WMAQ, Zenith
Stadium capacity: 43,901
Season tickets sold: 8,000

Texas Rangers
1988 record: 70-91
Theme: No official theme
Budget: not disclosed
% change: NA
Agency: In-house
Media: newspaper, TV, radio, outdoor
Sponsors: Anheuser-Busch, W.O. Bankston (car dealership), Coca-Cola, Coors, Dr Pepper, Miller Brewing
Stadium capacity: 43,508
Season tickets sold: 6,000

Seattle Mariners
1988 record: 68-93
Theme: I believe in baseball: the Northwest team
Budget: $750,000
% change: 15
Agency: Ehrig & Associates
Media: TV, radio, transit
Sponsors: Alaska Airlines, Anheuser-Busch, (Budweiser, Bud Light), American Airlines, American Automobile Assn., Brown Bear Car Wash, Campbell Soup, Coca-Cola, Chevron, Eastman Kodak, Fletcher's, Frito-Lay, GTE, Lawry's, Lipton (Wishbone), Mother's Cookies, Nabisco, Nalley's, Oscar Mayer, Pacific First Federal, Pemco, Philip Morris, Procter & Gamble (Crest), Quaker Oats (Gatorade), Safeco, Safeway, Seafirst Bank, *Seattle Post-Intelligencer*, Security Pacific Bank, Sherwin-Williams, Taco Time, Thriftway, Tillamook County Creamery, Unocal, U.S. Forest Service, U.S. Sprint, U.S Communications, Washington Natural Gas
Stadium capacity: 58,150
Season tickets sold: 5,600

Philadelphia Phillies
1988 record: 65-96
Theme: Enjoy the game
Budget: $400,000
% change: 0
Agency: in-house
Media: direct-mail, TV, radio, outdoor
Sponsors: Anheuser-Busch (Budweiser), Bell Atlantic Yellow Pages, Coca-Cola, Eastman Kodak, First Pennsylvania Bank, Quaker Oats (Gatorade), General Mills, Hi-Fi House, I. Goldberg, Independence Blue Cross, Philip Morris (Marlboro), Mellon Bank, Merit Gasoline, Modell Sports, Mr. Goodbuys, Procter & Gamble, Rosenbluth Travel, Tasty Kake, Texaco, New England Apple Products (Veryfine juice)
Stadium capacity: 64,500
Season tickets sold: 13,800

Atlanta Braves
1988 record: 54-106
Theme: none
Budget: $500,000
% change: -33
Agency: RET Advertising
Media: TV, radio, newspaper
Sponsors: Anheuser-Busch (Bud Light), Amoco, C&S Bank, Coca-Cola, Delta, Fulton Federal Bank, Georgia Power, Goody's Headache Powders, Sherwin-Williams, Sony
Stadium capacity: 52,001
Season tickets sold: 7,000

Baltimore Orioles.
1988 record: 54-107
Theme: Orioles 89: You gotta be there
Budget: not disclosed
% change: NA
Agency: VanSant Dugdale
Media: TV, radio, direct mail
Sponsors: Anheuser-Busch, *Baltimore Sun*, Burger King, Care First, Coca-Cola, Esskay (hot dogs), Home Team Sports, Lever Bros., Quaker Oats (Gatorade), Toyota Motor Sales Corp., WBAL-AM, WMAR-TV, Colebrook Pizza, Mid-Atlantic Milk Marketing Association
Stadium capacity: 54,002
Season tickets: 10,000

Sports shorts

From baseball and diving to dealmaking, marketers drive the game behind the scenes

Tennis anyone?

Association of Tennis Professionals hopes to sign a deal with a corporate sponsor before the beginning of its tour in January 1990. It reportedly is talking with Volvo North America Corp. and several other yet-to-be-named corporations. According to Brad Harris, ATP's director of communications, all three TV networks, ESPN and other cablecasters have shown an interest.

Just a fantasy:

"Fantasy Play-By-Play," a radio promotion sponsored last year by Anheuser-Busch that allows Oakland Athletics' fans become baseball announcers for an inning, is moving into other cities. In addition to the A's and the Pittsburgh Pirates, the Seattle Mariners and St. Louis Cardinals have signed up this year, and negotiations are underway with three other teams, according to Fred Greene, president of Greene Creative Services and the gimmick's creator. Mr. Greene says his goal is to have the program in seven markets by the start of the 1989 baseball season and to introduce Fantasy Play-By-Play to the NBA this year.

A Peachy deal for tie-ins:

Atlanta's Peach Bowl is looking for a corporate sponsor. Of the 18 existing college bowl games only the Rose Bowl, which has declined title sponsorship, and the Peach Bowl do not have a corporate sponsor's name attached.

According to Chad Ritchie, senior account exec at Advantage International, the bowl's Atlanta location, community commitment and recently signed three-year contract with ABC-TV are some of the attractions for a potential sponsor.

Fred Greene give Spuds MacKenzie and friends a turn at the mike.

Rent-a-car company takes a dive:

Alamo Rent a Car has signed a three-year, six-figure contract with U.S. Diving Inc. to sponsor the Alamo Challenge and Alamo International.

The Challenge, set for the summer in Fort Lauderdale, Fla., Alamo's base city, represents the first time the U.S., Soviet Union and China will meet in a three-way competition. Both diving events, scheduled in May, will be televised by Turner Broadcasting System.

"Diving gives us an excellent marketing opportunity in a cost-effective package," says Charles D. Pratt, Alamo exec VP. "You can't beat title sponsorship, guaranteed television and world-class events in your own backyard."

Take me out of the ballgame:

Fuji Photo Film USA has ended its three-year sponsorship with Major League Baseball, moving its dollars into trade promotions while continuing support of smaller sports endeavors.

"It was very expensive and we believe that our direction of trade promotions will be more useful to us for the dollars spent," says Herb Baer, Fuji manager of PR and special events.

"Saturation in Major League Baseball was a non-issue for us, but I do think in general there are too many events and that the clutter factor reduces the audience awareness of individual sponsors," he says.

Soup's on for Olympian:

Campbell Soup Co. has signed Jill Trenary, U.S. Olympic figure skating silver medalist, as spokeswoman for its red-and-white soup line. The company says Ms. Trenary will appear in commercials, but not until the fall of 1989 or early 1990. Backer Spielvogel Bates, New York, handles.

ESPN creates Monster videos:

What do you do with footage of NASCAR races, TNT Monster Trucks and more?

ESPN has turned the canned material into videos, and, with Leonard & Associates has published what it claims is the first catalog of sports videocassettes. The catalog, with about 200 titles, is going to at least a million homes and expects to sell as many as 10,000 units annually. "This isn't just a way to help pay for programming costs," says William Ketcham, ESPN senior VP-network marketing. "We're in it to make money."

Compiled by Anita M. Busch

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Saturation fear has companies leery of getting soaked

Marketers questioning whether sports advertising is worth the cost

By Lynn Berling-Manuel

Advertising on sports programming may be at or near the saturation point. Also, many advertisers believe sports advertising is saturated year-round, according to a 1988 Vitt Media International survey of 102 senior level ad directors at the nation's largest consumer products and services companies.

The saturation perception raises questions on whether or not advertisers feel that sports advertising is cost-effective. In fact, 64% of the ad directors surveyed believed sports advertising has become so saturated that its effectiveness has decreased. The survey also found that because sports advertising has become so expensive, 73% of advertisers doubt its value.

But, according to Hal Katz, Vitt exec VP, "It is very hard to justify most sports-marketing programs against the bottom line. I had a client that as part of a Super Bowl sponsorship got several tickets and took key suppliers. He closed a $2.5 million deal out of that game. How do you measure that?"

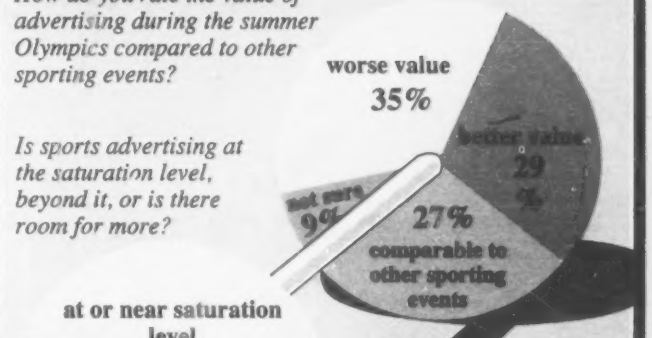
The survey points out the Olympics is one mega-event that sponsors and advertisers are eyeing more warily. "It's interesting to note that 3M chose to be an Olympic sponsor last year, but then chose not to do any advertising during Olympic telecasts," says Mr. Katz. On the other hand, Nancy Altenburg, Federal Express' corporate advertising and sports-marketing manager says that Federal Express has withdrawn as an Olympic sponsor but would probably continue advertising.

"There are many changing factors for a company to consider as it approaches sports sponsorships," says Mr. Katz. "The whole system of TV is changing with very large media vehicles giving way to narrower ones, particularly cable." He notes the networks are now being challenged by cable broadcasters like ESPN because national advertisers consider cable a cost-effective ad medium. □

Lynn Berling-Manuel is a Berkeley, Calif.-based free-lance writer.

Sports advertising

How do you rate the value of advertising during the summer Olympics compared to other sporting events?

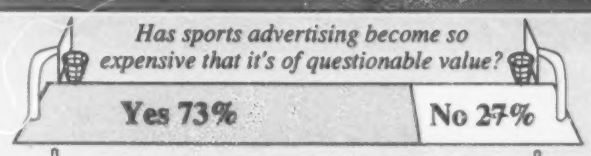


Is sports advertising at the saturation level, beyond it, or is there room for more?

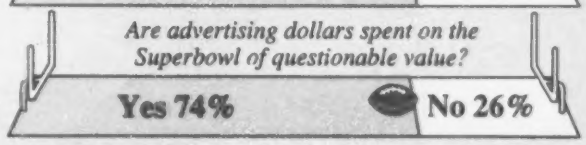
Source: Vitt Media Monitor Advertising Age graph: John Holland

Advertisers perceive a change in sports value

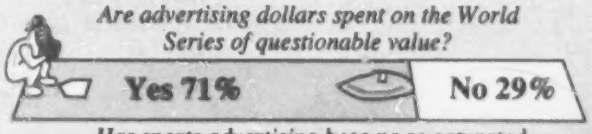
Has sports advertising become so expensive that it's of questionable value?



Are advertising dollars spent on the Superbowl of questionable value?



Are advertising dollars spent on the World Series of questionable value?



Has sports advertising become so saturated that its effectiveness is decreased?

Source: Vitt Media Monitor Advertising Age graph: John Holland

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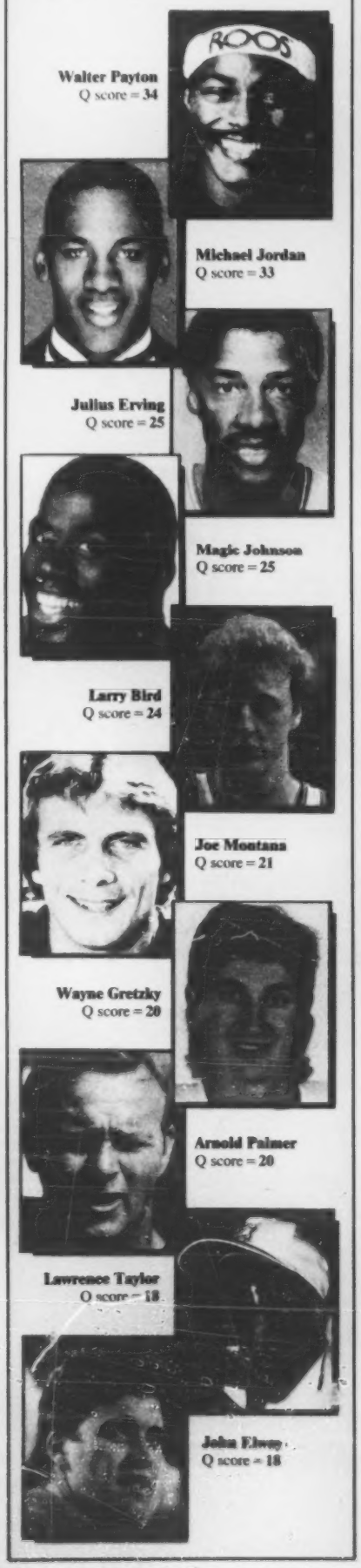
It's not how you play the game . . .

What's happened to 'America's pastime?' Current day baseball stars are noticeably absent from Marketing Evaluations Q score rankings of respondents' favorite sports personalities

1988 performer Q top sports personalities*



Walter Payton
Q score = 34

Michael Jordan
Q score = 33

Julius Erving
Q score = 25

Magic Johnson
Q score = 25

Larry Bird
Q score = 24

Joe Montana
Q score = 21

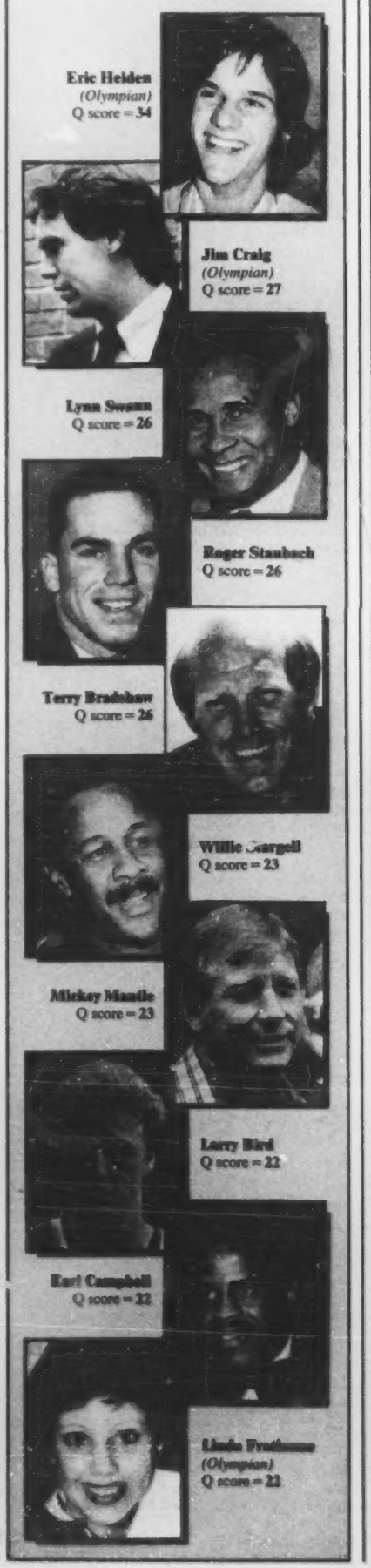
Wayne Gretzky
Q score = 20

Arnold Palmer
Q score = 20

Lawrence Taylor
Q score = 18

John Elway
Q score = 18

1980 performer Q top sports personalities*



Eric Heiden
(Olympian)
Q score = 34

Jim Craig
(Olympian)
Q score = 27

Lynn Swann
Q score = 26

Roger Staubach
Q score = 26

Terry Bradshaw
Q score = 26

Willie Stargell
Q score = 23

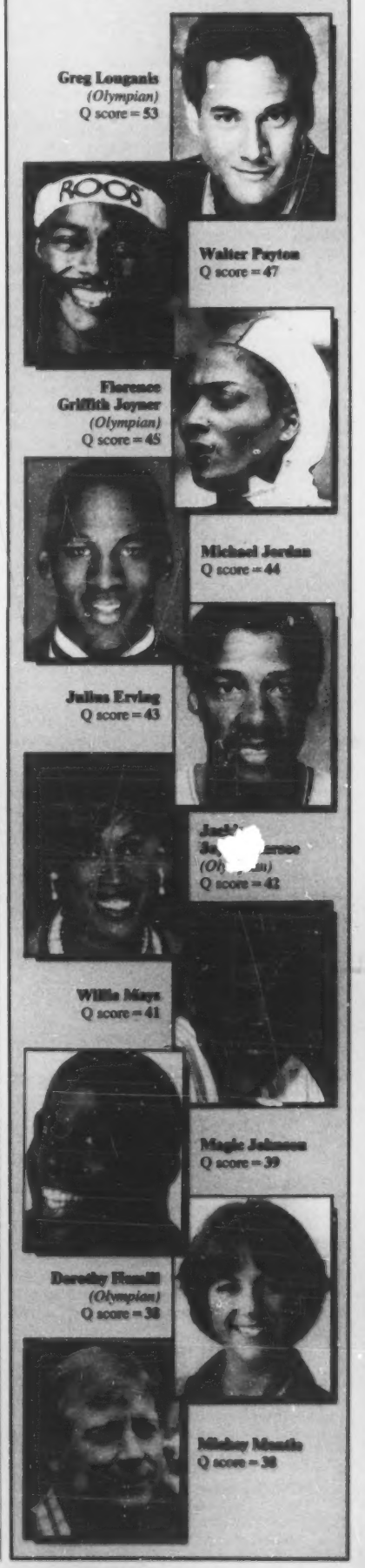
Mickey Mantle
Q score = 23

Larry Bird
Q score = 22

Earl Campbell
Q score = 22

Linda Fratianne
(Olympian)
Q score = 22

Sports Q rating *(post-Olympics)*



Greg Louganis
(Olympian)
Q score = 53

Walter Payton
Q score = 47

Florence Griffith Joyner
(Olympian)
Q score = 45

Michael Jordan
Q score = 44

Julius Erving
Q score = 43

Jack[illegible]
(Olympian)
Q score = 42

Willie Mays
Q score = 41

Magic Johnson
Q score = 39

Dorothy Hamill
(Olympian)
Q score = 38

Mickey Mantle
Q score = 38

Sources: Marketing Evaluations Annual Performer Q studies conducted May/June 1988
*Among total adults, 18 yrs. and over

UPI Retrocasts Newspaketos

Source: Marketing Evaluations Annual Performer Q studies conducted May/June. Q score equals "one of my favorites" divided by the total familiarity